Unclassified

7th Sustainment Brigade
PAO "On-Point"

Last 7

- "Resolute Snapshots": **Total: 7** New Soldier highlight series: Photos + Interview (Facebook)

- Pre-Inauguration story "MAJ Scott": Print story, photos, (Facebook, Peninsula Warrior, JBLE Homepage)

- Combatives Academy Level-1 story: Print story, photos, (Facebook, Peninsula Warrior, JBLE Homepage)

- 149th SOC FTX, Obstacle Course Video: "Resolute Review" #42 (Youtube, Facebook, JBLE Homepage)

- 7TH Sus. Bde. Soldier of the Year: Print Story, Resolute Snapshot (Facebook, DVIDS, Peninsula Warrior)

Next 7

- Combatives Academy Level-1 video: "Resolute Review" #43 (YouTube, Facebook, JBLE Homepage, DVIDS)

- Truck Rodeo 53rd Batt. Print Story (Facebook, Peninsula Warrior, JBLE Homepage)

- Brigade Team Inauguration Coverage: Print Story, Resolute Snapshots, Resolute Quick-Clips (video), Photo Albums + event descriptions (Facebook, YouTube, JBLE Homepage, DVIDS)

- Continued news coverage of Brigade and subordinate units (daily operations, training, and special events)

Media and Social Media Trends

- Total FB brigade weekly reach online: **3,187 Views**, up by **35%** - Friends of Fans Reach: **1,430,787 up 1.5%**

- FB fans online +**71 over 14 days** – **Total Fans: 3,609**

- Total "Resolute Channel" views: **7,733** as of (350+ views over 14 days) Resolute Channel Subscribers: **24**

- FB/DVIDS total viewing audience: **260,000**

Significant Placements

- JBLE Homepage, Virginia Pilot, Daily Press.com, Peninsula Warrior, Army.mil, Silo-Breaker.com, Army.com, Various Command Facebook "Shares"

LOGISTICS

- Creating full color interactive social media flyers for unit display regarding brigade Facebook page, YouTube channel with smart phone / i-phone barcode access

- Digital media acquisition system order at DLA level for processing (Approved by DLA, delivery date TBD)